



Tea in Sweden

December 2025

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Tea in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price increases put pressure on volume sales in 2025

INDUSTRY PERFORMANCE

Rising prices put a dent in volume sales of tea in 2025

Fruit/herbal tea playing an important role in the health and wellness movement

WHAT'S NEXT?

Tea sales expected to stagnate

Tea companies under pressure to follow more sustainable and ethical practices

Health and wellness claims will be key in adding value and driving growth

COMPETITIVE LANDSCAPE

Lipton remains the most popular tea brand thanks to its broad portfolio

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Supermarkets continue to dominate sales

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Hot Drinks in Sweden - Industry Overview

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Rising cost of key ingredients a major headache for the market

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Soaring prices put pressure on volume sales in 2025

Health and wellness trends continue to influence demand

Premiumisation put on hold as prices rise

WHAT'S NEXT?

Price stability should help support a return to growth in retail volume terms

Increasing competition putting pressure on coffee producers

New regulations could put pressure on production costs

COMPETITIVE LANDSCAPE

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